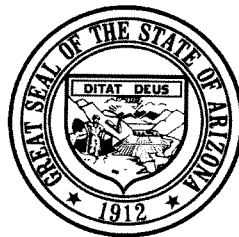


# **Program Framework: Modified Non-Per Capita Conservation Program**

**Arizona Department of Water Resources  
3550 North Central Avenue  
Phoenix, Arizona 85012**



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## **General Overview**

This is a performance-based program that requires participating providers to implement measures that result in water use efficiency in their services areas. A water provider chooses Best Management Practices (BMPs) based on an assessment of its service area. The water provider selects BMPs from the listed categories, which are a mix of technical, policy, and information efforts. The water provider is required to implement a certain number of BMPs from an established list to be considered in compliance. In addition the water provider must implement a set of required measures.

To begin the program, a water provider must submit to the Arizona Department of Water Resources (Department) a completed Provider Profile identifying: (1) service area characteristics, (2) conservation measures already implemented, (3) additional conservation measures to be implemented, if necessary, to meet BMP requirements, and (4) a justification of how each measure is relevant to the provider's service area characteristics and/or water use patterns. Providers will update and resubmit their Provider Profiles to the Department every three years. Provider Profiles are subject to review and approval by the Department. At any time during the year, a provider may choose to discontinue implementation of a selected BMP and implement a substitute BMP. However, any substitutions must still enable the provider to address its service area characteristics and/or water use patterns as identified in its Provider Profile and to meet its BMP requirements. Each year, the water provider will submit a Conservation Efforts Report which will include: (1) A description of the BMPs implemented during the calendar year, (2) an assessment of the outcomes of the effort, and (3) plans for the next year's conservation effort.

## **Background and Rationale for Program Development**

### **Background and Rationale for a Best Management Practices Program (modified Non-Per Capita Program)**

Since the inception of municipal conservation requirements assigned through the Department's management plans, public and private water utilities in the Active Management Areas (AMAs) have been largely regulated in the same manner through the Total Gallons Per Capita Per Day (GPCD) Program. Private utilities, as well as municipalities, have long claimed that regulation under the base municipal conservation program restricts their ability to serve increasing non-residential water uses. While alternative municipal conservation programs exist that are aimed at addressing this issue, private water companies have continually maintained that enrollment requirements for these programs would require significant additional expense, with no guarantee that the Arizona Corporation Commission (ACC) would allow them to recover the costs through increased rates.

This issue and others resulted in the Department being sued by Arizona Water Company and Arizona American Water Company, both private utilities, in 1999 following adoption of the Third Management Plan. While three of the issues raised in the lawsuits

(regulating end users, conflicts with the ACC, and counting CAP water in the GPCD calculation) were decided in favor of the Department in a lawsuit brought by Arizona Water Company challenging the Second Management Plan, other issues raised in the Third Management Plan lawsuits, including the issue relating to increasing non-residential use, remain open pending a final judicial resolution. Although the Department feels that it could successfully litigate the remaining issues, the Department believes that there are some components of the municipal conservation program that warrant review and possible modification. Because modification of the municipal conservation program could make the Third Management Plan lawsuits moot, the Superior Court has put the lawsuits on hold until May 1, 2007 to allow the Department to complete its review of the program and pursue any necessary legislative changes.

In early 2005, as a result of several years of internal consideration and discussion, the Department made the commitment to conduct a formal review of the current municipal conservation program for providers in AMAs and assigned staff to organize and facilitate the review. Interviews were held with AMA Directors and other Department staff who had direct experience with development and/or implementation of the municipal program. Additional interviews were held with twenty-two water providers in the Phoenix, Tucson, Pinal and Prescott AMAs, as well as staff from the Arizona Corporation Commission, to introduce the review process, to request feedback on the existing regulatory program, and to ask for ideas regarding additional options that may be considered during the review process. A detailed summary of the comments and suggestions offered during these meetings can be found in the report, *Evaluation of the Third Management Plan Program for Large Municipal Water Providers in Active Management Areas: Summary of Interviews and Framework for the Stakeholder Process*, a copy of which can be found on the Department's website, [azwater.gov](http://azwater.gov).

The general consensus of opinion among Department staff and municipal water provider representatives was to continue the review process to consider the possibility of developing an alternative to the current regulatory program. Those who were interviewed, including Department staff and water providers, suggested the following general approaches: (1) a program for municipal water providers to develop and implement a water conservation plan, (2) a prescribed conservation program, or a Best Management Practices (BMP) program, whereby all municipal providers would implement a basic set of water conservation measures, then choose additional measures to correspond with their service area characteristics, and (3) a modified Alternative Conservation Program (ACP), which would be similar to the ACP currently available pursuant to the Third Management Plan but with the requirement to obtain a Designation of Assured Water Supply instead of being assigned groundwater limitations.

Department staff has been meeting with a stakeholder group comprised of regulated water providers, the ACC, Department of Interior staff, Central Arizona Project (CAP) and other interested parties to review and discuss the municipal conservation requirements of the Third Management Plans. The intended outcomes of this process are to develop a municipal conservation program that: a) fosters water use efficiency and a long-term culture of conservation within the five AMAs of the state, b) can be effectively implemented by the Department, and c) addresses concerns expressed by private water companies.

The formal stakeholder process was initiated in February 2006 to present information gathered to date and to present the possible options for a new municipal conservation program identified during the informal information gathering process. All large municipal water providers in all AMAs were invited to participate in the process. Seven stakeholder meetings were held between February and June 2006. During the meeting on March 24, 2006, stakeholders expressed their preference for developing a BMP program. The remainder of the stakeholder process was dedicated to this objective. Also during that time, a BMP subcommittee, comprised of volunteers from the larger stakeholder group, met to refine the general listing of BMPs generated by the stakeholder group, prepare definitions for some of the BMPs and discuss possible components of a program framework.

A draft proposed municipal BMP program framework was prepared by Department staff and contains input, suggestions, and proposals made by stakeholders and Department staff. The draft was provided to all large municipal providers for review and comment. Comments received by stakeholders were reviewed by Department staff. Responses to stakeholder comments were prepared, along with a summary of the comments received. This information was forwarded to the stakeholder group and was posted on the Department's website (See *Proposed Draft Best Management Practices Program (modified Non-Per Capita Conservation Program): A Summary of Stakeholder Comments and ADWR Responses*). Modifications to the draft program framework were made in response to many of the comments provided by the stakeholders and are contained in this document. In addition, draft legislation is being prepared by Department staff to enable implementation of the program. Rather than adding language that specifies an additional municipal conservation program, the draft legislative approach proposes to modify the provisions for the existing Non-Per Capita Conservation program to include provisions for the modified Non-Per Capita Conservation Program (modified NPCCP). The BMP program will, hereafter, be called the modified NPCCP.

With the help of the stakeholder group, the Department has developed a program that it feels will increase water use efficiency in the municipal sector – specifically for private water utilities and smaller municipalities. It should be recognized that the largest water providers (Phoenix, Tempe, Tucson, Mesa, Chandler, Glendale, Peoria, Scottsdale, Gilbert, Goodyear, Avondale, Surprise, and Metro in Tucson) have been successfully implementing extensive water conservation programs over the past 25 years. The successful experience of these water providers was also used in developing the proposed program. This proposed modified NPCCP focuses more directly on the water use characteristics within a water provider's service area and is proposed as a requirement for water providers who typically have not implemented extensive water conservation measures. The program also focuses more directly on conservation of all water resources, not just groundwater.

As was stated before, the successful implementation of this program will result in additional water use efficiency. To help ensure its success, the Department will facilitate a coordinated review and evaluation of the program during the remainder of the Third Management Plan and throughout implementation of the Fourth Management Plan. In addition, Department staff will be involved in assisting water providers identifying and

implementing water conservation measures that may be most effective for their communities.

### **General Framework**

1. Any changes to the municipal conservation program will apply only to large municipal providers (providers serving more than 250 acre-feet of water per year). The existing TMP program for small providers (those providers service 250 acre-feet per year or less) will stay the same.
2. Conservation requirements for individual users will remain. These pertain to turf-related facilities, large-scale cooling facilities, and landscaping in publicly owned rights-of-way.
3. Distribution system requirements will remain (L&U is 10% or less).
4. 100% metered connections requirement will remain.
5. Monitoring and reporting requirements as they currently exist for large municipal providers in the Third Management Plan will remain.
6. Once the Third Management Plan is modified to incorporate the modified NPCCP, participation in the program will be required for all large municipal water providers that have not obtained a Designation of Assured Water Supply. The program will be optional for large providers having a Designation of Assured Water Supply. Throughout the duration of the Third Management Plan, providers participating in the existing Non-Per Capita Conservation Program have the option to continue in their current program or switch to the modified NPCCP. The modified NPCCP will become the sole component of the Non-Per Capita Conservation Program once the Fourth Management Plan is adopted. Designated providers participating in the original NPCCP may choose to remain in the modified NPCCP or they may choose to participate in the Total GPCD program, which will be available to all designated providers throughout the Third and Fourth Management Plans. The Department plans to discontinue the Alternative Conservation Program via the legislation and subsequent Third Management Plan modification process. Due to the plan modification process and notification requirements, the earliest compliance year for the modified NPCCP would be 2010. Voluntary participation in the program could begin as early as 2008, as soon as providers receive notice of conservation requirements per the modified Third Management Plan.
7. There will be a tiered approach to the program based on a provider's total number of service connections (residential and non-residential). For private water companies with multiple systems, the tiers will be applied to the number of total service connections in each system having a separate service area right.
8. An annual water use measurement (GPCD) will be tracked for each large provider and for each Active Management Area as a whole. GPCD values will not be used as a compliance point for providers participating in the modified NPCCP. However, water use trends may be used to evaluate the effectiveness of some BMPs and will be used to evaluate the overall effectiveness of the modified NPCCP.

9. Periodic evaluation of specific BMPs and overall program effectiveness will be initiated by the Department. The Department will establish an advisory group, consisting largely of municipal water provider representatives, university representatives and Department staff, who will assist in program evaluation activities. The Department also may choose to contract with an independent researcher to assist with evaluation activities. Should the Department choose to obtain the services of an independent evaluator, the BMP advisory committee would be asked to participate in discussions regarding project scope and research methods. Evaluation activities will be conducted as a means to consider ways to improve the program.

#### **Required Program Components:**

1. **Provider Profile.** A Provider Profile will be submitted 180 days prior to the effective date of the program (or earlier) by the municipal provider identifying: (1) service area characteristics, (2) conservation measures (BMPs) already implemented, (3) additional conservation measures (BMPs) to be implemented, if necessary, to meet BMP requirements, and (4) a justification of how each measure is relevant to the provider's service area characteristics and/or water use patterns. Providers will be asked to explain how the BMPs they selected address water conservation based on their service area characteristics and/or water use patterns. They also will be asked to explain how implementation of the BMPs will lead to increased water use efficiency within their service area.

Provider profiles will be subject to review and approval by the Department. Providers with incomplete or inadequate Profiles will be contacted by the Department within 90 days of the Profile due date. Criteria for approval will include: (1) selection of the correct number of BMPs, and (2) demonstration of the connection between water use in the provider's service areas and/or some other prevailing service area characteristic and implementation of the selected measure(s). If the program is optional (for designated providers), the provider will remain in the Total GPCD program until the Profile is approved by the Department. If the program is mandatory (for all other providers), the provider will be deemed out of compliance with TMP requirements if the provider does not submit a Profile 180 days before the effective date of the program, or if the Department determines that the provider's submitted Profile does not meet the criteria for approval within 90 days after the Department notifies the provider that its submitted Profile is incomplete or inadequate. The Department will make every effort to assist providers with completion and submittal of their Provider Profiles prior to their due date (see section on Technical Assistance below).

2. **Basic water conservation education program.** All providers participating in the modified NPCCP program will implement a basic water conservation education program that includes all of the following components:
  - At least twice year, the provider will communicate to customers the importance of water conservation, inform them of the kind of information that

is available to them regarding water conservation, and let them know how to obtain it. Communication channels can include one or more of the following: water bill insert, message on water bill, provider web page, post card, newsletter or print piece. Providing information on websites containing water conservation information is encouraged if the provider has no web site or has no water conservation information on their web site.

- Providers will supply customers with free written information on water conservation (i.e., pamphlets, brochures). The information will be available in the provider's office and the provider will send information to customers on request. The provider is encouraged to distribute water conservation information at other locations as well.

3. **Implementation of BMPs.** The required number of BMPs is based on the provider's total number of service connections (includes residential and non-residential connections). Providers with a larger number of service connections must implement a greater conservation effort. Providers may choose to implement any of the BMPs included on the following list. At any time during the year, a provider may choose to discontinue implementation of a selected BMP, as indicated in its Provider Profile, and implement one or more substitute BMPs. The substitution must still enable the provider to address its service area characteristics and/or water use patterns as identified in its Provider Profile and to comply with its BMP requirements. The table below identifies the BMP tiers and the BMP requirements for providers participating in the modified NPCCP program.

Total Number of Service Connections	Required BMPs
Tier 1 - Up to 5,000	Basic water conservation education program plus selection of <u>one</u> additional BMP appropriate for service area.
Tier 2 - 5,001 – 30,000	Basic water conservation education program plus selection of <u>five</u> additional BMP appropriate for service area.
Tier 3 – Over 30,000	Basic water conservation education program plus selection of <u>ten</u> additional BMP appropriate for service area.

4. **Conservation Efforts Report.** This report will be submitted along with a provider's Annual Water Withdrawal and Use Report. The provider will submit a report to the Department containing the following components: (1) A description of the BMPs implemented during the calendar year, (2) an assessment of the outcomes of the effort, and (3) plans for the next year's conservation effort. A provider which substitutes a BMP selected in its Provider Profile with another BMP will describe the program substitution and explain how the substituted

measure is relevant to the provider's service area characteristics and/or water use patterns (as described in Item 1. (4) above). Providers who do not meet their BMP requirements, including BMP substitutions that are not relevant to the provider's service area, will be contacted by the Department within 90 days of the deadline date for submitting annual reports.

5. **Records retention.** Providers will be required to retain any records relating to the required measures, BMPs, and water use for seven years.
6. **Water Rate Structure.** In addition to the measures required above, a municipal provider regulated under the modified NPCCP shall include in its annual reports filed pursuant to A.R.S. 45-632 a copy of the provider's current water rate structure unless no changes have been made to the rate structure since it was last submitted to the Director. A municipal provider regulated under the modified NPCCP is encouraged to adopt a water rate structure that promotes efficient use of water, subject to approval by the Arizona Corporation Commission if the provider is a public service corporation.

### **Best Management Practices (BMPs) Listed By Category**

#### CATEGORY 1: PUBLIC AWARENESS/PUBLIC RELATIONS

Programs to provide water users information on the need for and importance of water conservation, as well as information on the conservation services available to them. Programs can include, but are not limited to:

##### **LOCAL AND/OR REGIONAL MESSAGING PROGRAM**

Water provider actively participates in water conservation campaign with local or regional advertising. The campaign should promote ways for citizens to save water. Methods to promote a campaign may include media such as television and radio commercials, web sites, and utilization of promotion materials such as brochures (Spanish and English), vehicle signs (busses, garbage trucks, etc.), bookmarks, and magnets, etc.

##### **SPECIAL EVENTS/PROGRAMS AND COMMUNITY PRESENTATIONS**

An educational or promotional event where conservation information is displayed and available and/or presentations are given. Events may include home and garden shows, art shows, community celebrations, environmental shows, etc. To receive full credit for this BMP a provider must attend and staff at least three events per year.

##### **MARKET SURVEYS TO IDENTIFY INFORMATION NEEDS/ASSESS SUCCESS OF MESSAGES**

Water provider surveys customers to gather information regarding information needs, program preferences and/or response to conservation messages. Prior to survey design, the provider will set objectives for the survey and identify systematic methods for data collection and analysis, as well as for communication of results. Survey results will be used to improve current water conservation activities and/or to plan future activities. This BMP will be effective for only one year. In subsequent years, the provider must replace this measure with another to continue to meet its BMP requirements.



## CATEGORY 2: CONSERVATION EDUCATION AND TRAINING

Programs to assist users in better understanding how to conserve water by providing written information and/or training in water conservation tools and techniques. Programs can include, but are not limited to:

### **ADULT EDUCATION AND TRAINING PROGRAMS**

Program includes a combination of efforts to provide adults within a provider's service area with more hands-on information. This may include but is not limited to regularly scheduled workshops, speaker's bureau, installation of public demonstration garden, etc. Programs can be targeted toward homeowners, landscape professionals, and/or non-residential users.

### **YOUTH CONSERVATION EDUCATION PROGRAM**

Work with schools in the water provider's service area to increase understanding of water resources and promote water conservation. Program may include but is not limited to a combination of providing instructional assistance, education materials, teacher education, classroom presentations, and field trips to water related facilities.

### **DISTRIBUTION PLAN FOR WATER CONSERVATION MATERIALS**

Develop, maintain, and utilize a written distribution marketing plan for water conservation materials and programs. The plan should include what marketing channels are available to promote water conservation programs and how those channels are used. Communication modes used to promote water conservation programs may include water bill inserts, city cable, on-hold messages, e-mail messages, public events, water conservation workshops, water conservation web sites, and local publications. Distribution outlets for water conservation materials should also be noted and may consist of partnerships with libraries, businesses (i.e., landscape architects, nurseries, realtors) or other related organizations (i.e., Master Gardeners). The plan should contain: (1) goals and objectives for distribution of materials over a two-year period, beginning the year following plan development, (2) a timetable for distribution and (3) a mechanism for tracking distribution of materials. This BMP will be effective for only one year. In subsequent years, the provider must replace this measure with another to continue to meet its BMP requirements.

## CATEGORY 3: OUTREACH SERVICES

Programs to provide users with consultations, audits and/or retrofit information designed to improve water use efficiency. Programs can include, but are not limited to:

### **RESIDENTIAL AUDIT PROGRAM**

Audit can be self-audit (provider offers self-audit kits) or conducted by provider. Audits may include indoor and/or outdoor components, but must include a meter check. An audit may include but would not be limited to irrigation system, pool, water feature, toilets, faucets, and shower checks. The audit program is to be offered to all homes within a provider's service area.

## **LANDSCAPE CONSULTATIONS (RESIDENTIAL AND/OR NON-RESIDENTIAL)**

Consultation services would be offered by the provider or a designated representative. The provider implementing this BMP would focus on those portions of its service area with the greatest potential for savings. Services would include evaluation of irrigation system, controller programming/irrigation scheduling, and plant selection/turf conversion possibilities. A meter check also could be included. The individual providing the consultation would provide either on-site written suggestions or on-site verbal suggestions with written follow-up. Other related programs (i.e., rebates for turf removal/converting to Xeriscape) could be offered during the consultation.

## **RESIDENTIAL INTERIOR RETROFIT PROGRAMS**

Provide free or low cost plumbing fixtures and/or fixture retrofits such as faucets, faucet aerators, low flow showerheads, toilets, and toilet dams to residential customers living in homes built prior to adoption of the Uniform Plumbing Code requiring low flow plumbing fixtures. Providers will offer the fixtures/fixture retrofits to all residential customers meeting the above criteria unless the water service area is too large for this type of effort. In this case, providers can target those portions of their water service area that are likely to yield the highest participation and/or potential water savings. Providers will select appropriate communication channels to advertise the program.

## **NON-RESIDENTIAL INTERIOR RETROFIT PROGRAMS**

Provide free or low cost plumbing fixtures and/or fixture retrofits such as faucets, faucet aerators, low flow showerheads, toilets, urinals, and toilet dams to non-residential customers with facilities built prior to adoption of the uniform plumbing code requiring low flow plumbing fixtures. Providers will offer the fixtures/fixture retrofits to all non-residential customers meeting the above criteria unless the water service area is too large for this type of effort. In this case, providers can target those portions of their water service area that are likely to yield the highest participation and/or potential water savings. Providers will select appropriate communication channels to advertise the program.

## **CUSTOMER HIGH WATER USE INQUIRY RESOLUTION**

Assign a designee(s) to assist citizens with their high water-use complaints. This typically includes site inspections to discover the cause of an increase in the water bill. To receive credit for this BMP, a provider must follow up in some way on every customer inquiry and keep a record of inquiries and follow-up activities.

## **WATER WASTE INVESTIGATIONS AND INFORMATION**

Assign a designee(s) to assist citizens with water waste complaints. A complaint investigation would typically include a site inspection and some type of follow-up action, such as education of customers to prevent water waste or a letter of enforcement if applicable. To receive credit for this BMP, a provider must follow up in some way on every water waste complaint and keep a record of complaints and follow-up activities.

#### CATEGORY 4: PHYSICAL SYSTEM EVALUATION AND IMPROVEMENT

Programs to ensure that the water system is running at optimal efficiency (maintenance) or to improve water use efficiency in the physical water system by making one or more physical system improvements. Programs can include, but are not limited to:

##### **LEAK DETECTION PROGRAM**

Provider implements a systematic evaluation of its water distribution system to identify and fix leaks. In accordance with system size, staff, and budget, a provider can target its entire water service area or it can target a portion of its service area each year.

##### **METER REPAIR AND/OR REPLACEMENT PROGRAM**

Provider implements a systematic assessment of the meters in its water service area to identify under-registering meters and to repair or replace them. In accordance with system size, staff, and budget, a provider can target its entire water service area or it can target a portion of its service area each year.

##### **COMPREHENSIVE WATER SYSTEM AUDIT PROGRAM**

Provider conducts a systematic audit of its water distribution system, systems control equipment, and water records to identify and quantify water losses. The audit will include an analysis of results that includes plans for corrective measures and can be a precursor to a leak detection and/or meter repair/replacement program. This BMP will be effective for only one year (unless the provider can offer justification for an ongoing or multi-year program). In subsequent years, the provider must replace this measure with another to continue to meet its BMP requirements.

#### CATEGORY 5: ORDINANCE / CONDITION OF SERVICE / TARIFF PROGRAM

Programs to reduce water use within the service area and/or increase water use efficiency by limiting or reducing water used for specific purposes. Water providers not directly part of a municipality can get credit if they work with local jurisdictions to implement an ordinance. Note: a tariff would apply to ACC regulated municipal providers (private water companies).

Programs can include, but are not limited to:

- Low water use landscaping requirements for residential, multi-family, non-residential, and/or common areas
- Water tampering / water waste ordinances
- Plumbing Code requirements, if they are more restrictive than current local plumbing codes as recommended by the Maricopa Association of Governments
- Limitations on water intensive landscaping and turf
- Requirements for car wash water recycling
- Landscape watering restrictions (time of day, etc.)
- Requirements for hot water recirculation devices for residential, multi-family, and/or non-residential sectors.

- Retrofit on resale - As a city ordinance (for a water provider that is a city or town) or as a condition of service (for a water provider that is a private water company or other municipal provider), the owner of a single-family home, a multi-family home complex, and/or a non-residential facility shall replace all plumbing fixtures inside the housing unit/commercial unit that do not conform to current low water using standards. This could be done by the seller prior to sale or by the buyer subsequent to the sale. Retrofits would include replacement of toilets, showerheads, and faucets.
- Irrigation efficiency standards for non-residential users
- Conservation tariff (private water companies)

## CATEGORY 6: REBATE/INCENTIVE PROGRAM

Program to provide users with an incentive for implementing a water conservation practice. Program can include rebates or incentives such as fee reductions and/or waivers. Programs can include, but are not limited to:

### INCENTIVES (INDOORS)

#### **TOILET REBATE PROGRAM**

Offered to all homes and apartment units in a service area that were constructed prior to 1990. Program includes rebate or incentive to residential and/or multi-family owners to replace high use toilet with an ULF toilet.

#### **HIGH EFFICIENCY FLUSH TOILET REBATE PROGRAM**

Offering a financial rebate or incentive to residential and/or multi-family owners to replace high use toilet with an HEF toilet.

#### **TOILET REPLACEMENT PROGRAM**

Program involves the provider replacing for residential and/or multi-family owners a high use toilet with an ULF or HEF toilet.

#### **INDOOR WATER FIXTURE REPLACEMENT/REBATE/INCENTIVE PROGRAM**

Offered to all homes and apartment units in a service area constructed prior to 1990. Program includes the retrofit of showerheads, aerators, and toilet flappers.

#### **WATER EFFICIENT APPLIANCE REBATE/INCENTIVE PROGRAM**

Offering to customers a financial rebate or incentive to promote the acquisition of water efficient appliances.

### INCENTIVES (OUTDOOR)

#### **LANDSCAPE CONVERSION REBATE/INCENTIVE**

Offering to customers a financial rebate or incentive for the conversion of the landscape to reduce the overall outdoor water usage. This would most likely involve replacing turf with a xeriscape landscape. Information would be provided to customers about landscape conversions.

### **REBATE/INCENTIVE FOR INSTALLING XERISCAPES IN NEW LANDSCAPES**

Offering to customers with new landscapes a financial rebate or incentive for installing xeriscape landscapes.

### **NON-RESIDENTIAL**

#### **COMMERCIAL AND INDUSTRIAL PROGRAM**

Program includes identifying commercial and industrial customers and targeting those with the highest conservation potential. Program may include toilet rebate or replacements, audits, incentives, grants.

#### **LARGE LANDSCAPE CONSERVATION PROGRAM**

Program to provide non-residential customers with support and incentives to improve their landscape water use efficiency.

### **NO/LOW INTEREST LOANS FOR IMPLEMENTING WATER CONSERVATION MEASURES**

Offering assistance to customers wishing to invest in projects intended to reduce existing water use or bring new uses in at high rates of efficiency.

### **CATEGORY 7: RESEARCH/INNOVATION PROGRAM**

A program to encourage water providers to conduct systematic evaluations of conservation measures already implemented, to implement state of the art water conservation technologies and techniques, and/or to develop and/or try new technologies and techniques. Programs can include, but are not limited to:

- Implementation of an emerging technology. To receive credit for this activity, a provider must submit documentation that includes a description of the technology, any available information on water savings, a description of how the technology was implemented within the provider's service area and a description of the results. This documentation would be made available for public distribution.
- Initiating applied research to enhance program decision making or providing financial support or in-kind services for such projects. To receive credit for this activity, a provider must describe its involvement/participation and method(s) of support. Upon completion of the research, provider will submit documentation of the analysis and results.
- Evaluating new and emerging technologies and practices. To receive credit for this activity, a provider must submit documentation stating the objectives of the evaluation, methods used to conduct the evaluation and results of the investigation. This documentation would be made available for public distribution.
- Conducting a quantitative analysis of a conservation measure that yields results regarding actual water savings. To receive credit for this activity, a provider must submit documentation stating the methods used to conduct the analysis and the results of the investigation. This documentation would be made available for public distribution.

- Implementation of smart irrigation technology. To receive credit for this activity, a provider must briefly describe the project location, implementation methods, and estimates of irrigation efficiency or water savings, if and when available.
- Development of industry partnerships to encourage and implement collaborative efforts and activities designed to save water. To receive credit for this activity, a provider must describe the partnership, its objectives, its ongoing efforts, and any efforts planned for the future.
- Providing financial support or in-kind services for development of new conservation technologies and products. To receive credit for this activity, a provider must describe its involvement/participation and method(s) of support. Upon completion of the research, provider will submit documentation of the analysis and results.
- Piloting a new initiative project or program (e.g., Water on the WEB- Community Water, Landscape Watering Reminder List Serve- Mesa). To receive credit for this activity, a provider must submit documentation that includes a description of the project/program, a description of how the project/program was implemented within the provider's service area, and a description of the results.

### **Active Management Area Outreach Activities**

The Department will work to provide assistance to municipal providers participating in the modified NPCCP. Assistance will be offered well in advance of required due dates to help providers complete their planning activities and program documentation. In addition, the Department will initiate activities designed to support and publicize the water conservation efforts made by all large municipal providers in Active Management Areas.

### **Technical Assistance**

#### **Provider Profiles/Conservation Efforts Report**

Several months prior to the due date for submittal of Provider Profiles, the Department will hold a series of workshops for municipal providers to provide them with guidance for completing their Profiles and their Conservation Efforts Reports. A written guidance document with one or more sample profiles will be provided to workshop participants. The guidance document also will be provided to municipal providers who do not attend the workshops. AMA staff will be available prior to the workshops to work individually with providers wishing to enter the program early.

#### **BMP Substitutions**

AMA staff will be available throughout the year to assist providers wishing to make BMP substitutions. Consultations and resource information about water conservation measures will be available to providers on request.

#### **Reference Materials**

Each year, the Conservation Efforts Reports submitted by municipal providers will be posted on the Department's website. Municipal providers may access this information to get a better understanding of the programs offered and implemented by other providers in Active Management Areas. If interested, they can contact the providers directly for additional information about their water conservation programs. The Department also

will compile a Summary of Water Conservation Programs in Active Management Areas each year. The summary will be based on information contained in the Conservation Efforts Reports and will be presented in a concise, user-friendly format. Contact information for each provider will be included in the summary. The summary also will be posted on the Department's website.

#### **Publicity and Promotional Activities**

Each year, the Department will sponsor activities designed to publicize the efforts of highly successful NPCCP participants. Activities to showcase outstanding water conservation programs may include the following:

Annual Provider of the Year Award Program. Awards may be given to municipal providers who have substantially improved their water conservation program, implemented innovative approaches to water conservation, provided exemplary assistance to other water providers, sponsored or conducted research to further advance the field of water conservation, and/or implemented an exemplary water conservation program. Awards may be given to providers participating in the NPCCP or the Total GPCD program.

Super BMP List. Those providers who exceed their BMP requirements will be placed on a list, which will be posted on the Department's website.

Annual Water Conservation Conference. Highly successful providers will be invited to showcase their programs at this conference. All large municipal providers would be invited to attend the conference, which would facilitate information sharing among providers. This would be a good opportunity to recognize providers with excellent water conservation programs and also would give all water providers the opportunity to be exposed to new ideas and to share information and experiences.

All activities sponsored by the Department will be publicized through local and regional media.